addition of claims) are authorized to be charged in two originally-executed copies of an New Application Transmittal Letter filed herewith.

Kindly amend the application as follows:

IN THE CLAIMS:

Please cancel Claims 1 through 5 without prejudice.

Please add the following new Claims:

6. A method executed in a computer system for targeting advertisements comprising:

associating at least one category with documents that may be retrieved, said category including at least one term;

associating at least one supercategory with at least one category;

associating an advertisement with at least one of said supercategories;

determining at least one term associated with a data query;

determining a first of said at least one supercategory in accordance with at least one term of said data query and said at least one category; and

displaying an advertisement associated with said first supercategory.

7. The method of Claim 6, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said data query, and the method further including:

ranking said more than one supercategory to determine said first supercategory.

8. The method of Claim 6, further comprising:

determining additional terms related to terms included in said at least one supercategory; and

wherein said determining a first supercategory also takes into account said additional terms.

9. The method of Claim 6, wherein said documents include business listing information.

10. The method of Claim 6, further including:

ranking said documents in accordance with terms occurring in said data query and terms occurring in said at least one category.

11. The method of Claim 6, wherein said computer system includes an on-line query tool.

12. The method of Claim 6, wherein said determining a first of said at least one supercategory in accordance with said data query includes:

determining a geographic area that is a search term included in said data query.

13. The method of Claim 6, further including:

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forming a banner ad term list, each element in said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory;

wherein said banner ad term list is managed by a dedicated server included in said computer system.

14. The method of Claim 13, wherein each element of said banner ad term list includes additional data about one of said documents associated with said each element.

15. A computer program product for displaying advertisements comprising:

machine executable code for associating at least one category with documents that may be retrieved, said category including at least one term;

machine executable code for associating at least one supercategory with at least one category;

machine executable code for associating an advertisement with at least one of said supercategories;

machine executable code for determining at least one term associated with a data query;

machine executable code for determining a first of said at least one supercategory in accordance with at least one term of said data query and said at least one category; and

machine executable code for displaying an advertisement associated with said first supercategory.

16. The computer program product of Claim 15, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said data query, and the computer program product further includes:

machine executable code for ranking said more than one supercategory to determine said first supercategory.

17. The computer program product of Claim 15, further comprising:

machine executable code for determining additional terms related to terms included in said at least one supercategory; and

wherein said determining a first supercategory also takes into account said additional terms.

18. The computer program product of Claim 15, wherein said documents include business listing information.

19. The computer program product of Claim 15, further including:

machine executable code for ranking said documents in accordance with terms occurring in said data query and terms occurring in said at least one category.

20. The computer program product of Claim 15, further including an on-line query tool.

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21. The computer program product of Claim 15, wherein said machine executable code for determining a first of said at least one supercategory in accordance with said data query includes:

machine executable code for determining a geographic area that is a search term included in said data query.

22. The computer program product of Claim 15, further including:

machine executable code for forming a banner ad term list, each element of said banner ad term list including terms of said first supercategory and terms of said at least one category associated with said first supercategory, and

wherein said banner ad term list is managed by a dedicated server included in said computer system.

23. The computer program product of Claim 22, wherein each element of said banner ad term list includes additional data about one of said documents associated with said each element.

24. An apparatus for displaying advertisements comprising:

means for associating at least one category with documents that may be retrieved, said category including at least one term;

means for associating at least one supercategory with at least one category;

means for associating an advertisement with at least one of said supercategories;

means for determining at least one term associated with a data query;

means for determining a first of said at least one supercategory in accordance with at least one term of said data query and said at least one category; and

means for displaying an advertisement associated with said first supercategory.

25. The computer program product of Claim 24, wherein there is more than one supercategory and said first supercategory is a most relevant supercategory corresponding to said data query, and the apparatus further includes:

means for ranking said more than one supercategory to determine said first supercategory.